Home Furnishings Calendar 1950

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 14 12:30 P.M. Luncheon	CHRISTMAS PARTY A gala party featuring stars of radio, television and stage will be held. Ernestine Gilbreth Carey, co-author of "Cheaper by the Dozen" will be guest speaker. Tickets, $3.50 to members, $3.75 for guests. Contact: Mabel Blake, 1233 Sixth Avenue, New York 19, N.Y., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Thursday Dec. 14 3:00 P.M.- 7:00 P.M. Cocktails	ANNUAL CHRISTMAS PARTY A smorgasbord and cocktail party for the press will be given by Swedish Modern at their showroom at Fifth Avenue and 53rd Street. Two exciting new items will be introduced to the press at this time. Publicity: John Kelly, Jamian Advertising and Publicity, Inc., 30 Vesey Street, New York 7, N.Y., WO. 2-6020.	SWEDISH MODERN	675 FIFTH AVENUE
Thursday Dec. 14	NEW OFFICERS ANNOUNCED Officers for the coming year have just been announced: Mildred C. Jay, R. H. Macy, President; Helen Stark, Better Homes & Gardens, Executive Vice President; Ruth von Soin Pirtle, Lord & Taylor, Treasurer; Charlotte Eaton Conway, House Beautiful, Secretary. Six vice presidents are: Education, Elizabeth Matthews, McCalls; Expansion, Emily Purcell, Alexander Smith; Membership, Mary Elizabeth Talmadge, Young & Rubicam; Program, Marion V. Dorn, Marion Dorn Studio; Projects, Esther Parsons, Quantacolor; Publicity, Jane Floyd Buck, Carl Byoir & Assoc. Entertainment Chairman, Jane Scriven, Anderson, Davis & Platte; Home Fashion Time Luncheon Chairman, Isabel Barringer, Muller Barringer. Steering Committee: Margaret Fuller, Everfast Fabrics; Beatrice Firetag, Stanley M. Firetag; Virginia Hamill, consultant; Helen Little, House Beautiful; Lazette Van Houten, Retailing; Faith E. Willcox, Faith E. Willcox, Advertising. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC.	441 MADISON AVENUE

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 14 Going on	FIFTH DESIGN COMPETITION	AMER. INST. OF DECORATORS	41 EAST 57TH ST.

This annual competition in the fabric, furniture, floor covering, wall covering and lighting fields is now open and entry forms are available. Companies are entitled to enter their designs of products offered for sale not prior to January 1, 1950 accompanied by the name of the designer of each submission. Designers are also urged to compete, including members of the A.I.D. Heads of schools are urged to have students who qualify enter the competition. Forms may be obtained from national headquarters. Closing date for receipt of Entry Forms is Feb. 5, Designs must be submitted by Feb. 13. Contact: Mrs. M.M. Girard, MU. 8-0238.

Thursday Dec. 14- Dec. 15	PLASTICS CONFERENCE	SOC. PLASTICS INDUSTRY	COMMODORE HOTEL

A two-day conference of the SPI Plastics Film, Sheeting and Coated Fabrics Division will feature papers on subjects of interest to the industry as well as talks. The conference is open to anyone interested in the subject even if not members. Publicity: Langdon P. Williams, MU. 6-1490.

Friday Dec. 15	NEW SHOWROOMS TO OPEN	UPDECOR FABRICS, INC. RAMSONA FABRICS, LTD.	FOURTH FLOOR 6 EAST 53RD STREET

Updecor Fabrics, importers of fine upholstery and drapery fabrics and silks, and Ramsona Fabrics, importers of hand-blocked and hand-printed English linens and chintzes, will move to new and larger showrooms on or about this date. Publicity: B. T. Givaudan, MU. 9-6597.

Saturday Dec. 16 8:00 P.M.	CHRISTMAS PARTY	ADV. WOMEN OF N.Y.	297 TENTH AVENUE

This organization's annual Christmas party will be held at the Salvation Army Home for Working Women at the above address. Members are asked to donate a gift or gifts suitable as stocking stuffers. Contact: Mabel Blake, CI. 5-4149.

WEEK BEGINNING MONDAY, DECEMBER 18, 1950

Monday Dec. 18 6:00 P.M.- 9:00 P.M.	ANNUAL CHRISTMAS PARTY	PUBLICITY CLUB OF N.Y.	MADISON HOTEL

The annual Christmas party of this organization will be devoted to raising funds for the Handicapped Children's Home Service. Contact: Rita Otway, Club Secretary, Shelton Hotel, PL. 5-4000.

Monday Dec. 18 7:30 P.M.	ELEVENTH LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

Subject of this lecture is Outdoor and Transportation Advertising. C.D. McCormick of Outdoor Advertising, Inc., will discuss its special advantages and special techniques. Contact: Mabel Blake, CI. 5-4149.

Tuesday Dec. 19 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NDEW FURNITURE	JOHN WIDDICOMB	JOHN STUART 32ND & 4TH AVE.

A preview for the press, by invitation only, will be held to present John Widdicomb's new furniture collection entitled "Mid-Century Modern." This is to be a "Champagne and Burgundy Preview" in honor of the new colors used in the furniture. From Wednesday, Dec. 20 onward, this line will be shown to the trade. Publicity: Louise Sloane, MU. 6-0045.

Wednesday Dec. 20 2:00 P.M.	OPEN HOUSE	DAVID WEISS	863 3RD AVE.

An annual open house, by invitation only, will be held by this shop which deals in fine accessories. Contact: David Weiss, PL. 5-1492.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, DECEMBER 25, 1950

Dec. 25	CHRISTMAS DAY (Monday).		
Dec. 31	NEW YEAR'S EVE (Sunday).		

ADVANCE DATES AND NOTICES

Jan. 1	NEW YEAR'S DAY (Monday) LEGAL HOLIDAY.		
Jan. 4- Jan. 12	72ND ANNUAL PITTSBURGH GLASS & POTTERY EXHIBIT, HOTEL WM. PENN, PITTSBG. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Jan. 4- Jan. 12	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA. CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK, N.Y.		
Jan. 7- Jan. 12	NATIONAL DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.		
Jan. 7- Jan. 12	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.		
Jan. 7- Jan. 17	WINTER LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: JACOB FOGELSON, N.Y. LAMP & SHADE MFRS. ASSN.,15 E. 26,MU.3-3460.		
Jan. 7- Jan. 18	OFFICIAL 1951 CARPET WINTER MARKET, CHICAGO, ILLINOIS. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 8- Jan. 11	ANNUAL CONVENTION The annual convention of this association will be highlighted by a banquet on Thursday, Jan. 11 at the Hotel Statler. Contact: J. Gordon Dakins, general manager, N.R.D.G.A., 100 West 31st St., CH. 4-8780.	N.R.D.G.A.	HOTEL STATLER
Monday Jan. 8 Breakfast	PRESS BREAKFAST The annual press breakfast will be held in the Furniture Club on this date. Contact: Lawrence H. Whiting, Am. Furn. Mart, 666 Lake Shore Drive, Chicago.	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS
Monday Jan. 8	MEETING NEWLY FORMED NATIONAL CARPET RETAILERS ASSN., CHICAGO, ILLINOIS. CONTACT: HARRY KAUFMAN, LU. 2-0640 OR SOL STOUMEN, 724 CHESTNUT, PHILA.		
Monday Jan. 8- Jan. 12 9:00 A.M.	PRESS MARKET BREAKFASTS The usual press conference breakfasts will be held each morning of the first week of the market. Monday, Furniture; Tuesday, Housewares, Appliances, Radio and Television; Wednesday, Design; Thursday, Floor Coverings; Friday, Reaction of Retailers. A panel of experts will lead the discussion each day. Breakfasts will be held in the Merchants and Manufacturers Club at the Mart. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO, ILLINOIS
Monday Jan. 8 7:30 P.M.	TWELFTH LECTURE The subject of this lecture is National Advertising Copy - campaign ideas, development, writing, testing. It will be given by Jean Wade Rindlaub of Batten, Barton, Durstine & Osborn. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 8- Jan. 12	CARPET WHOLESALERS' MARKET WEEK, MFRS. & WHOLESALERS SHOWROOMS, NEW YORK PUBLICITY: JACK LECLAIR, 140 WEST 57TH STREET, CI. 7-3051.		
Jan. 8- Jan. 12	UNIVERSITY FARM AND HOME WEEK, SASKATOON, SASKATCHEWAN, CANADA. CONTACT: PROF. JOHN G. RAYNER, UNIVERSITY OF SASK., SASKATCHEWAN, CANADA.		
Monday Jan. 8- Jan. 18	MONTREAL FURNITURE SHOW TO OPEN IN NEW BUILDING Montreal's winter furniture show will be held on these dates and will include lamps, upholstered good, bedding, chrome and garden furniture and juvenile goods. Contact: J.A. Blanchard, Montreal Furn. Mart, Montreal.	FURN. MFRS. ASSN. MONTREAL FURNITURE MART	RACHEL & PAPINEA MONTREAL, CANADA
Monday Jan. 8- Jan. 18	WESTERN ONTARIO FURNITURE SHOW Twenty-five furniture manufacturers of this area will participate in this show which will have headquarters in the Walper Hotel. Exhibits will be in individual factory showrooms. Contact: Murray Snyder, Snyders Ltd., Waterloo, Ontario, Canada.	FURNITURE MANUFACTURERS RETAILERS, ETC.	WALPER HOTEL KITCHENER, ONT.
Monday Jan. 8- Jan. 19	WINTER FURNITURE MARKET In accordance with the new policy adopted last year, Market Week will start the 2nd Mon. in Jan. in both Chicago and Grand Rapids. Contacts: Mdse. Mart: Wallace O. Ollman; Am. Furn. Mart: L. H. Whiting; Grand Rapids market, C. F. Campbell, 427 E. Fulton St., Grand Rapids, 3, Mich.	MDSE. MART: AM. FURN. MART SHOWROOMS	CHICAGO, ILLINOIS GRAND RAPIDS, MICH.
Monday Jan. 8- Jan. 19	NEW CARPET This carpet manufacturer will introduce its first "chemifiber" carpet with a pile woven completely of man-made yarn at the January Market. Named Lorain, it is woven in two levels of looped pile in a two-tone color yarn to create the effect of a horizontal texture for contemporary or period interiors. Made of viscose acetate yarn, the carpet will be offered at a lower price than if it were made of wool. Colors are gray, beige and green and it will be available in 27" 9' and 12' widths at about $10 a square yard retail. Publicity: Virginia Burdick, 126 E. 19th Street, OR. 4-6462.	ARCHIBALD HOLMES & SONS	CHICAGO, ILLINOIS
Jan. 8- Jan. 19	CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. PUBL.: GERTRUDE SCHROCK, NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILL.		
Wednesday Jan. 10 8:30 A.M.- 10:30 A.M.	PRESS BREAKFAST A party for the press to introduce the 1951 Philco line of ranges, refrigerators, freezers and air conditioners will take place at the Palmer House. Executives of the company will be present to meet with editors and to explain the features of the different Philco products. Contact: E. D. Lucas, Jr., Dir. of Pub., Philco Corp., Tioga & "C" Sts., Phila., Pa.; Publicity: Margaret K. MacColl, pub. rel. rep., 915 Western Saving Fund Bldg., Phila. Pa., PEnnypacker 5-9238.	PHILCO CORPORATION	CHICAGO, ILLINOIS
Wednesday Jan. 10 12:30 P.M.	LUNCHEON The Market luncheon of this organization will be held in the Merchants and Manufacturers Club at the Merchandise Mart on this date. Contact: Jo Bull, Room 1411, Merchandise Mart, Chicago 54, Illinois.	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 10- Jan. 16	BANQUET AND COCKTAIL PARTY	CHICAGO DRAPERY MARKET ASSOCIATION	SHERMAN HOTEL CHICAGO, ILLINOIS
	The semi-annual banquet sponsored by the Chicago Drapery Market Association will be held on January 10. On January 16, during the second week of the Market, a cocktail party will be held from 5:30 to 7:30 P.M. at the Merchants & Mfrs. Club in the Merchandise Mart. Contact: Tony Varon, secretary, Chicago Drapery Market Assn., 1383 Merchandise Mart, Chicago.		
Thursday Jan. 11- Jan. 12	OPEN HOUSE AND MEETING	JEWELRY INDUSTRY COUNCIL	WALDORF-ASTORIA
	An open house will be held from 4 to 6 P.M. on Jan. 11 for members at 608 Fifth Ave. The business meeting will be held on Jan. 12 in the West Foyer of the Waldorf-Astoria. Contact: Albert Haase, 608 5th Ave.,PL. 7-3075.		
Jan. 14- Jan. 17	NATL. APPLIANCE & RADIO DEALERS ASSN. CONVENTION, STEVENS HOTEL, CHICAGO. CONTACT: IRA LAVIN, EXEC. SECTY, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 14- Jan. 19	NEW YORK LAMP SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		
Jan. 14-19	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL.		
Jan. 15- Jan. 18	GENERAL MANAGEMENT CONFERENCE, AM. MANAGEMENT ASSN., BILTMORE, LOS ANGELES, CALIFORNIA. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Jan. 15-24	CANADIAN FURNITURE MART SHOW, TORONTO, CANADA.		
Monday Jan. 15- Dec. 31	'51 GOOD DESIGN EXHIBIT	MERCHANDISE MART	CHICAGO 54, ILLINOIS
	Finn Juhl, noted architect and designer, has been selected to design the interior settings for the 1951 exhibit of "Good Design" at the Merchandise Mart which will open on January 15 during the Winter Furniture Market and remain on view during 1951. Publicity: Betty Chamberlain, CI. 5-8900.		
Monday Jan. 15- Feb. 5	SALES TRAINING COURSE	CARPET INSTITUTE	HOTEL SHELBURNE
	The second session of this course will run for three weeks and is open to a total of 200 registrants, including members and non-members of the Metropolitan Carpet Club. Contact: Morris Herman, Jersey Carpet Corp., BR. 9-0718.		
Tuesday Jan. 16 7:30 P.M.	MEETING LIGHTING FORUM	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVENUE
	At the January meeting Miss Priscilla Presbrey of Westinghouse Electric Corp. will discuss required lighting levels recommended by lighting specialists; Miss Lillian Eddy of General Electric Co. will demonstrate ways the homemaker can be sure her lighting equipment is the proper kind and use it to best advantage. The meeting will be held in the General Electric Auditorium. Publicity: Winonah Murphy, Sylvania Electric Products, Inc., 1740 Broadway, New York 19, N.Y., JU. 6-2424.		
Jan. 18- Jan. 25	NATIONAL HOUSEWARES MFRS. ASSN., NAVY PIER, CHICAGO, ILLINOIS. CONTACT: A. W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Friday Jan. 19 10:00 A.M.- 4:00 P.M.	PRESS SHOWING: NEW LINE	FIRTH CARPET COMPANY	295 FIFTH AVENUE
	A press showing, by invitation only, of Firth's new line, will be held all day with a luncheon for the press in the company's showrooms. Publicity: Ann Benson, MU. 9-8224.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 21-Jan. 25	ANNUAL CONVENTION At this annual convention and exposition more than 700 home building materials and equipment will be on display in the exhibit halls of the Stevens and Congress Hotels. Panel discussions, clinics, major addresses and so on will mark the convention. Publicity: Kenneth E. Shepard, Publicity Director, 75 E. Wacker Drive, Chicago 1, Illinois.	NATL. ASSN. HOME BUILDERS	CHICAGO, ILLINOIS
Jan. 21-Jan. 25	MIDWINTER MARKET WEEK GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN L. CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Jan. 21-Jan. 26	32ND CALIFORNIA GIFT SHOW, BRACK SHOPS & MDSE. MART, ALEXANDRIA & BILTMORE HOTELS, LOS ANGELES, CAL. CONTACT: WOODY C. KLINGBORG, 1151 S.BWAY, L.A.		
Jan. 22-Jan. 24	NATIONAL COTTON COUNCIL OF AMERICA, BUENA VISTA HOTEL, BILOXI, MISS. CONTACT: ERNEST STEWART, NATL. COTTON COUNCIL, P.O. BOX 18, MEMPHIS, TENN.		
Jan. 22-Jan. 25	MEETING AMER. SOC. HEATING & VENTILATING ENGINEERS, BELLEVUE-STRATFORD, PHILA., PA. CONTACT: A.V. HUTCHINSON, 51 MADISON AVENUE, MU. 3-0291.		
Jan. 22-Jan. 25	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, ATLANTA, GEORGIA. CONTACT: F.B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA 5, GEORGIA.		
Jan. 22-25	VENETIAN BLIND ASSOCIATION CONVENTION, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
Jan. 22-Jan. 26	ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: W.S. ORKIN, ORKIN EXPOSITIONS MANAGEMENT, 8 W.40TH ST., CH.4-0697.		
Jan. 22-Jan. 26	INTL. HEATING & VENTILATING EXPOSITION, COMM. MUSEUM, 34TH BELOW SPRUCE, PHILA., PA. CONTACT: C.F. ROTH, GRAND CENTRAL PALACE, PL. 5-8234.		
Jan. 22-Jan. 27	NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVENUE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 22-Jan. 27	NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Jan. 22-Jan. 27	HIGH POINT FURNITURE MARKET, HIGH POINT, NORTH CAROLINA. CONTACT: PAUL W.CASEY, SOUTHERN FURN. EXP. BLDG., HIGH POINT. N.C.		
Jan. 23-Jan. 25	NATIONAL POTATO CHIP INSTITUTE, NETHERLAND PLAZA, CINCINNATI, OHIO. CONTACT: H. F. NOSS, EXEC. SEC., 1360 HANNA BLDG., CLEVELAND, OHIO.		
Jan. 24-Jan. 28	MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, PRES., 615 SOUTHWEST SECOND AVE., MIAMI, FLORIDA.		
Jan. 28-Jan. 31	SOUTHERN CALIF. CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES, CAL. CONTACT: JOE LOCKWOOD, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
Jan. 28-Jan. 31	NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, NEW.YORK. CONTACT: RALPH S. WILDER, JR., WILDER MANAGEMENT CO., BOSTON, MASS.		
Jan. 28-Jan. 31	CALIFORNIA LAMP AND PICTURE SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 28- Feb. 1	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N. Y.		
Jan. 29- Feb. 2	LOS ANGELES WINTER FURNITURE MARKET, L. A. FURN. MART, LOS ANGELES, CAL. CONTACT: J. J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Feb. 4- Feb. 7	WESTERN GIFT, LAMP, HOUSEWARES SHOW, WESTERN MDSE. MART, SAN FRAN., CAL. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Feb. 5- Feb. 9	NATIONAL NOTION & NOVELTY EXHIBIT, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: G. E. ENGLISH, HOTEL STATLER, NEW YORK 1, N. Y.		
Feb. 5- Feb. 9	WESTERN FURN. EXCH. & MDSE. MART SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Feb. 5- Feb. 16	CHICAGO GIFT SHOW, HOTEL LASALLE AND PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Dec. 14	FIRST LECTURE OF SERIES The first talk in the 1950-51 winter lectures series will be given by Dr. George S. Avery, Jr. on the subject "Trek Into Lapland" and will be illustrated with color slides and motion pictures taken this past summer. It will deal with plant material and show the colorful Lap costumes. Publicity: Matthew A. Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Monday Dec. 18- Dec. 21	XMAS DECORATION COURSE Four sessions will be held during this period to instruct members of the Botanic Gardens in how to make Christmas Decorations. The course will be conducted by Marion Feddersen. Students may take home what they make. Contact: Miss Frances M. Miner, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Wednesday Dec. 20 2:30 P.M.	LECTURES On Dec. 20, Professor C. F. Weddell will talk on "Better Planting Design For Small Properties." On Jan. 16 Rutherford Platt will discuss "The Drama of Little Things in our Landscape." Admission free to members, $1. to others. Contact: R. B. Farnham, Exec. Secty., PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Tuesday Dec. 26- Jan. 12	NEEDLEWORK EXHIBIT Abstractions in decorative needlework by Mariska Karasz will be on exhibition for this period and will then go on a countrywide tour. The exhibit comprises thirty or more pictures using great versatility in material and treatment. Contact: Bertha Schaefer, PL. 5-3331.	BERTHA SCHAEFER GALLERY	32 EAST 57TH STREET

EDITORIAL AND T-V REQUIREMENTS

For: TV Guide, 251 West 42nd Street, New York 18, N.Y., BR. 9-0050

A new weekly women's interest department, "TV Hostess", has been established and will welcome releases regularly on such subjects as food, household appliances and interior decoration. Address, Barbara Frost, Women's Editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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